Editorial Index

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Editor's Note: This index covers editorial material from the January 1987 through the December 1987 issues of Shopping Center World.

Each feature article and column is indexed under an "Authors" subject heading and by subject matter. Each entry is followed by the month and the page number of the issue in which the material was published.

All "Dir" listings refer to the Aug. 15, 1987, 12th Annual Product and Ser-

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All listings preceded by "S" refer to articles in the survey of chain store expansion plans supplement found in the

December 1987 issue.

Subject headings include: Alabama; Alaska; Amenities; Arizona; Articles, Feature; Authors; Cafaro Co. Profile; California, Northern; California, Southern; Canada; Colorado; Computers; Connecticut; Construction Concerns: Construction. Renovation and Maintenance, Materials, Modernization - CRAMMM; Demographics; Design; Energy Management; Expansion Plans; Fascia; Financial Overview; Flooring; Florida; Food Courts; Georgia; Hawaii; Heating, Ventilation and Air-Conditioning; Illinois; Indiana; In My View; International Council of Shopping Centers (ICSC); Iowa; Kansas; Kentucky; Landscaping; Lease Language; Leasing Issues; Lighting; Louisiana; Maintenance; Marketing/Promotion; Massachusetts; Michigan; Minnesota; Missouri; Nebraska; New Center; New Hampshire; New Jersey; New York; North Carolina; Ohio; Oklahoma; Oregon; Pennsylvania; Preengineered Building Systems; Product Overview: Renovation: Retail Review: Retailing for Developers; Roofing; Security; Signage; South Carolina; State Review; Strip Center Development;

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mall, middle markets and smaller metropolitan areas are becoming the primary location choice. Accordingly, these centers will be smaller than their metropolitan counterparts - averaging between 600,000 square feet and 1 million square feet.

Joint venture partnerships between several developers are becoming commonplace. Because of the limited number of opportunities, several firms will be in competition within the same market. Since one can secure the best location while another might obtain the best department store commitments, a partnership may be necessary if a viable center is to be produced.

Non-traditional development opportunities that rely on public/private partnerships also will be important. Revitalizing America's urban retail cores has and will continue to provide developers with an excellent opportunity to capitalize on existing work forces, tourism and convention industries. The key to the success of these projects is creating a unique environment that offers shopping, dining and entertainment to its patrons.

Reflecting on the accomplishments of the shopping center industry during the past 30 years has revealed a significant fact members of this industry include some of the most innovative minds of our time. As a result, I am certain that no matter what the future holds, we will meet the challenge with the same innovation and determination that shaped a multibillion dollar industry from little more than an idea.

Edward J. DeBartolo is chairman and chief executive officer of The Edward J. DeBartolo Corp., Youngstown, Ohio.

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